

North Bay  
Regional Health  
Centre **Foundation**



**Fondation** du Centre  
régional de santé  
de North Bay

# EVENT TOOLKIT

*YOUR PASSION  
YOUR IMPACT*

# Foundation Support

Thank you for your interest in hosting an event to support the NBRHC Foundation. We are thrilled to have you join us in our mission, inspiring investment in exceptional care, close to home. This toolkit is your go-to resource, packed with helpful guides and templates to make your event planning smooth and enjoyable. Keep in mind that this template is a starting point. It may need a little tweaking to perfectly fit the unique vision you have.

We understand that organizing an event can be a significant undertaking, sometimes leading to moments that feel overwhelming. However, we want to emphasize that the potential rewards are truly endless—both for you as an organizer and for the community that will benefit from your efforts. Your contributions make a real difference in improving healthcare and supporting vital programs at North Bay Regional Health Centre.

As you plan, we are excited to provide support and guidance. Whether you are a first-time event planner or have previous experience, our team is here to assist you every step of the way. If you need help brainstorming ideas, have questions about event logistics, or require resources to promote your event, please reach out. We are dedicated to ensuring you receive the support you need to make your event successful and impactful.

We are truly grateful for your willingness to support our community's healthcare needs. Thank you once again for your dedication and enthusiasm! We look forward to working with you and celebrating your achievements in the near future.

**Justin Perron**  
**Development Officer, Community Giving**  
[justin.perron@nbrhc.on.ca](mailto:justin.perron@nbrhc.on.ca)  
**705-495-7562**

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# Did you know...

Third-party events supporting our hospital have a significant impact on countless lives! North Bay Regional Health Centre is where our friends, neighbours, and loved ones turn in times of need. Community support is essential to maintain and increase the exceptional level of care available, close to home.

A third-party event is a fundraiser organized by members of the community in order to raise funds and awareness for the North Bay Regional Health Centre Foundation.

We are a proud partner with multiple community third-party events throughout the year, including golf tournaments, dances, gravel bike races, and more. Each event, big or small, directly impacts vital projects at our hospital.



**Every round played, every bid placed, every entry fee and every donation helps fund critical equipment and technology at North Bay Regional Health Centre.**



# Event Ideas

Your event should be unique to you. Choose something that you are passionate about and that you would enjoy participating in! If you love baking, do a bake sale. If you enjoy playing pickleball, organize a Charity Tournament. If you are decluttering, a garage sale is a great idea. The possibilities are endless! Below are some ideas to help you get started.

- **Walk-a-thon**
- **Car Wash**
- **Backyard BBQ or potluck**
- **Paint night or crafting workshop**
- **Trivia night or game night**
- **Birthday, wedding, or anniversary donations instead of gifts**
- **Memorial fundraising event in honour of a loved one**
- **Baby shower or retirement party fundraiser**
- **Yard sale**
- **Bake sale or lemonade stand**
- **Theatre performance or improv night**
- **Karaoke competition**
- **Charity baseball, soccer, or hockey game**
- **Bowling nights or axe-throwing tournament**
- **E-sports or video game tournament**
- **Movie screening with admission donation**
- **Live-streamed gaming marathon (ex. 24-hour stream)**
- **Virtual cooking classe**



# Event Planning Checklist

## Kickstart Your Impact

- Choose your event and what area of care you want to support
- Determine your target audience
- Select date, time, and venue
- Draft a budget and fundraising goal
- Check if your event requires a special license (ex. lottery license)
- Get in contact with the NBRHC Foundation Events Coordinator\*
- Submit your Event Agreement Form to the NBRHC Foundation\*\*



## Engage, Inform, Inspire

- Create and share marketing material
- Share the event with your network (family, friends, colleagues)
- Create a sponsorship package and seek sponsors^
- Determine jobs and number of volunteers needed
- Recruit volunteers
- Share how to donate or support event (online, cash, etc.)^



## Event Logistics

- Take inventory of the supplies needed for your event
- Leading up to the event, send reminders to participants^
- Make sure volunteers know their responsibilities
- Have a secure way to collect donations/registration fee^
- HAVE FUN!



## Celebrating the Impact

- Send a "Thank You" Message to all of your supporters
- Book date for cheque presentation at NBRHC to celebrate your impact
- Begin planing for next year's event!

\*Email [justin.perron@nbrhc.on.ca](mailto:justin.perron@nbrhc.on.ca) or call **705-495-7562**

\*\*Please contact the Foundation Events Coordinator for this form.

^ If applicable

# How the NBRHC Foundation Can Support You



- Providing event planning advice and best practices.
- Design of poster, tickets or other collateral.
- Promoting the event on the Foundation's communication channels (social media, E-News, PSA, Foundation Events Calendar, etc.).
- Use of the NBRHC Foundation logo on the poster and other event collateral (approval required before use).
- Issuing tax receipts, if applicable (more information below).
- Photocopies (# may be restricted).
- Recruiting volunteers.
- Procuring special insurance and/or lottery licenses (approval required).
- Be present or have staff attend your event (upon request, as needed and subject to availability).
- Provide a Letter of Support validating event authenticity.
- Help you create your own personal or group fundraising web page.

## Charitable Income Tax Receipt Guide

The NBRHC Foundation can issue tax receipts for online and in-person donations for events. Our receipting policy follows the guidelines set by the Canada Revenue Agency (CRA).

### Gifts that are tax receiptable:

- Cash & cheque donations over \$20. The donor can not receive goods in exchange for their gift. We require the donors full name and address. Paper donation form available upon request.

### Gifts that are NOT tax receiptable:

- Registration cost or ticket sales.
- Auction purchases, raffles, or draws.
- Gift-in-kind or donations for business or personal services.
- Corporate Event Sponsorship.
- Donations from Club and Charities.
- Merchandise purchasing

If you have questions about tax receipt eligibility, please call us at 705-495-8125



# Social Media Guide

Social Media is a powerful and free tool that can help spread the word about your event, engage your community and improve your fundraising efforts. Below is a help guide to get started.

## Choosing the Right Platforms

Each platform has its advantages, disadvantages and demographics. Make sure to pick one that best suits your target audience.

## Social Media Planning & Examples

**6-8 Weeks Before** – Announce your event, open registration, and share its impact.

**2-3 Weeks Before** – Event updates, auction items previews, and encourage donations.

**Week of Event** – Countdown, and/or sponsor highlight.

**Event Day** – Real-time updates on stories or posts.

**After the Event** – Thank supporters, share results, and/or post a photo recap.



## Sample Social Media Posts & Templates

### Event Announcement

Save the Date! We're hosting [Event Name] on [Date] supporting North Bay Regional Health Centre Foundation! Join us as we raise funds for essential medical equipment to help ensure exceptional healthcare, close to home. Get your tickets here: [Event Link]

### Countdown Post

Only 5 days left before [Event Name]! We can't wait to see you as we come together to have an impact on healthcare, close to home. It's not too late to register and join in on the fun! [Event Link]

### Day-of-Event Post

It's happening! [Event Name] is in full swing, and we're thrilled to see so many amazing supporters come together for a great cause! Together, we are having an impact!

### Thank-You Post (After the Event)

Exciting news! Thanks to our incredible participants and supporters, [Event Name] raised \$XX,XXX for North Bay Regional Health Centre Foundation! A huge thank you to everyone who played a part in our journey to achieve our goal! We can't wait for next year!

# Budget Planning Template

To help track expenses and revenue, use the sample categories below:

Projected Revenue	
Item	Value
Ticket Sales/Registration/Merchandise Sales	\$
Raffles/Auctions	\$
Donations	\$
Sponsorship	\$
Other Income	\$
<b>Total Projected Revenue</b>	<b>\$</b>

Projected Expense	
Item	Value
Venue Rental	\$
Food and Beverage	\$
Prizes	\$
Other	\$
<b>Total Projected Expense</b>	<b>\$</b>

<b>Projected Profit/ Donation for NBRHC Foundation (Revenue - Expense)</b>	<b>\$</b>
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